

# METHOD AND SYSTEM FOR CONDUCTING ELECTRONIC AUCTIONS WITH MULTI-PARAMETER PRICE EQUALIZATION BIDDING

## Abstract of the Invention

5 A method and system for conducting electronic online auctions using multi-parameter price equalization bidding is disclosed. Bids defined in a context of a bidder are transformed into a comparative bid parameter that enables a common basis of comparison for the submitted bids. A transformed bid of a first bidder can also be detransformed into a context of a second bidder, thereby enabling each individual bidder to view a comparison of submitted bids in their own context.

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